Plagiarism Scan Report

Summary	
Report Genrated Date	20 Dec, 2016
Plagiarism Status	91% Unique
Total Words	884
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INTRODUTION
Today, business internet selling is the fastest developing sector of online commerce. The big difference between traditional online selling is the range of interaction between the consumer and seller. These problems can be avoided when you shop online and can say customer is enjoying the online shopping. Online shopping was invented by Michael Aldriç in 1979 and launched Redifon's Office Revolution in 1980, which allowed consumers, distributers, suppliers and service companies to be connected online to the corporate system. Online shopping sectors such as fashion and accessories, electronic/electrical goods and also books are growing in U.P. Web sites provide a chance to search information about products/services, place a comment or give orders (Hoffman and Novak, 1996; 51).
Online Shopping
Online shopping or e-shopping is a form of electronic commerce. Online shopping has grown in popularity over the years, mainly because people want it Convenient and easy to bargain shop from the comfort of their home or office. Online shopping is defined as the process a customer takes to purchase a service or product over the internet (Jusoh 2012). Online shopping will become s necessity for most of the people in the world. Consumers can easily compare price, features, and functions and get the latest updates of any products just by your mouse. Consumers' behavior towards online shopping is known as the main factors that affects e-shopping potential (Shwu-Ing, 2003).
The study also decided of perceived benefits of online shopping, perceived sellers, reliability, consumer's lifestyle and consumer's past experience ecommerce requires a direct impact on attitude. In such busy schedule a lot of people do not have time for offline shopping. They can shop either from their office or from home by using internet. There is no line to wait in or shop assistant wait on to help u with your purchases and u can do your shopping in minutes. Online shopping gives us the opportunity to shop 24/7 and also payment us with the "no pollution" shopping experience. Some online shops offer discount coupons. Inexpensive deals and better prices are available online. Also there are buy get one free offers as well as combo offers. Many choices online are amazing, several brands are available online and different products.

There is a no need to make a distance an excuse for not sending a gift on occasion like birthdays, wedding, anniversaries, valentine's day, mother's day, father's day and so forth. Consumers can purchase any goods and services anytime and anywhere. Consumers can easily track their product. Online shoppers want flexibility in their shipping mainly the ability to give special delivery instructions or schedule a delivery time. If consumers order the any product and he do not like a product, so he can easily return the product. In India more and more people are shopping online easy day. Now a day a car park charges so high that it puts them off; and with online shopping he

can look at what they have to offer without being bothered or interrupted by shop assistant. Many online shops offer discount coupons and rebates. Consumers can get in on the latest international trends without spending money on travel.

Traditional Shopping in India

In age of online shopping, the culture of traditional markets in India strives to survive. India, being a land of different cultures and ethnicity, can always impress you with its rich heritage through the wide array of traditional markets it hosts.

Some of famous traditional markets in India:

1. Johari bazar, Jaipur
2. Dilli haat, New Delhi
3. Lakkar bazar, Shimla
4. New market, Kolkata
5. Kannauj market, Utter Pradesh

India is a beautiful country entwined between the traditions of the past and the advantage of technology.

Recent Trend of Online Shopping in India

A new trend in this universe is that of Meta search engines. A Meta search engine searches all the online travel sites (comprising the airlines sites as well) and shows the best deals for the online user. Travel websites, such as Make My Trip India Pvt. Ltd and Yatra Online Pvt. Ltd, Online shopping has its precise advantage. There are some trends that have developed in the current e-commerce scenario.

1. Consumers provide our customers with shopping coupons and discounts.
2. Most of the companies covering rural area, and the product will reach to most of the cities and towns.
3. Many companies like Amazon, Flipkart, eBay, jabong etc. are already started reducing the product price as discount sale.

E-Commerce & E-Commerce Companies in India

E-commerce- "E-commerce is benefiting from several positive trends, including the continued roll out of broadband, increasing user comfort shopping online and the decline of certain brick-and-mortar retailers," (Imran Khan, 2011, P.416).

E-commerce refers to purchase and sales of goods or services via electronic channels such as the internet. E-commerce was the first introduced in the 1960.

E-Commerce Companies in India- India are one of the best places to launch an online shopping websites. Many online shopping websites launched in India like-

Top E-Commerce Companies in India 2016

E-COMMERCE

COMPANIES IN INDIA
Website URL
DOMAIN AGE

1
www.flipkart.com

2007

2
www.naaptol.com
2007

3
www.myntra.com

2007

4
www.home shop 18
2008

5
www.snapdeal.com

2010

6
www.jabong.com
2012

7
www.limeroad.com

2012

8
www.shopclue.com

2013

9
www.amazon.com

2013

10
www.e-bay.com

2014

11
www.easykhaana.com

2015

12
www.twigly.com

2016

companiesinindia.net/top-10-ecommerce-companies-in-india.hin world-

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Report Genrated Date	20 Dec, 2016
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Total Characters	4002
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RESERCH METHODOLOGY
RESEARCH PROBLEM-
As far the definition of marketing, the product should be reached to the final customer or those who are unmet customer. Most of the companies delivering the various products and distributing to the target market to the customer. Meanwhile company's products a: , unable to touch to the unmet customer. Many more customers are not getting the benefit throughout the marketing activity. Therefore, there is strong pre-requisite to provide the product though online shopping.
STATEMENT OF THE PROBLEM
The main aim of the study is to explore the women's buying behavior online in lucknow and Kanpur. To how understand women consumers can use online shopping websites in their advantage. Secondly an attempt to understand the women consumer behavior towards online shopping, when purchasing cosmetics and clothing wear.
OBJECTIVES OF THE STUDY
1. To identify the buying pattern for online shopping in India.
2. To study brand preference for cosmetics and clothing on online buying
3. To study offers on e-commerce of price sensitivity on women's buying online.
4. To provide suggestion for better understanding the women's buying behavior.

HYPOTHESIS OF STUDY
Hypothesis1
H0- Women consumers are not conscious of clothing brands while buying clothing wear online.
H1-Women consumers are conscious of clothing brands while buying clothing wear online.
Hypothesis2
H0- Women consumers are not conscious of cosmetics brands while doing online buying.
H1- Women consumers are more conscious of cosmetics brands while doing online buying.
Hypothesis3
H0- Women consumers do not prefer combo offers over single product purchase in clothing and cosmetics.
H1- Women consumers prefer combo offers over single product purchase in clothing and cosmetics.
Hypothesis4-
H0- Women consumers do not prefer more clothing items than foot wears, bags and shoes.
H1- Women consumes prefer more clothing items than foot wears, bags and shoes.

MATERIALS AND METHODS
(a). Secondary Data- Secondary data will collect the information or data over published foundation

which would be consistent websites, newspapers, annual reports (government), books, records, newsletters , research and development initiative Pvt. Ltd (RDI),New Delhi, sanchar seva, trust deal advertising agencies, fashion forward-the future education(India Forbes),capital idea(India Forbes), international agencies like Reuters, CNBC.

(b). Primary Data- The primary data will collect with the help of survey, by using questionnaires, focus group of interview.

(c). Sampling Frame-

(i). Sampling Method- stratified sampling will be used at period of collecting the data.

(ii). Population-over all working and non-working women population in Uttar Pradesh (U.P).

(iii). Sample Size-500 (Sample size is collected through online calculator)
Fluedsurvay.com/university/calculating-right-survey-sample-size/

(iv) Target Sample- Kanpur & Lucknow

Tools & Techniques

For the study, tools and techniques will be used various statistics tools and techniques for analyzing the data. Following statistical tools can be used- correlation, regression, chi-square, t-test, z-test, and time series. Data will be analyzed through SPSS 21.

LIMITATIONS OF STUDY

The study will encounter with following limitations-.

1. Data constrains during data collection. Many through seconda y as well primary.
2. Respondent willingness towards their answer.
3. Money and time constraints could effect to the research work.
4. Women consumers can be deceived online everyday without any form of comfort in their lives.

SCOPE OF ONLINE SHOPPING IN INDIA

Online business is a form where one can sell or buy product over internet, and county like India, which is second after china in terms of internet customers. The reason behind the growth in online shopping.

1. Time and flexibility is also a factor for it.
2. Mobile app market.
3. Providing gratifying offers.
4. Shopping cart is one of the important facilities providing in online shopping.

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